

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:) Examiner: David Faber
Rothman, et al.)
Serial No.: 10/681,476) Group Art Unit: 2178
Filed: October 8, 2003) Confirmation No.: 7476
For: METHODS AND SYSTEMS FOR) Date: September 7, 2010
PROGRAMMABLY GENERATING)
ELECTRONIC CREATIVES FOR)
DISPLAY ON AN ELECTRONIC)
NETWORK)

RESPONSE TO NON-FINAL OFFICE ACTION
DATED APRIL 7, 2010

Via EFS Web

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The following Amendments and Remarks are made in response to the non-final Office Action mailed on April 7, 2010. The shortened statutory period for response is three months from the mailing date, *i.e.*, by July 7, 2010. Applicants are currently filing a Petition for Extension of Time extending the due date to September 7, 2010. Thus, this response is timely. The Commissioner is authorized to charge the fee for the extension of time, the net addition of claims, and any other fees which may be required in connection with this application (excluding the issue fee), or credit any overpayment, to Deposit Account No. 19-2380, Order No. 002566-020000. In view of the claim amendments and remarks submitted herewith, reconsideration of the application is respectfully requested.

Amendment to the Claims begins on page 2 of this paper.

Remarks begin on page 21 of this paper.